

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Beep, honk, toot.

You'll have to forgive Merit smokers for blowing their own horns a bit. They've found a way to continue to enjoy everything they love about smoking. The rich, rewarding taste. The genuine satisfaction. Yet, at the same time, they're getting even less tar than with other leading lights. Fact is, Merit tastes as good or better than cigarettes with up to 38% more tar. Enriched Flavor[®] is the secret. Only Merit has it. Though with all those Merit smokers, it won't be a secret for long.

Enriched Flavor[®], low tar.

A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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